

## General Proficiency & Design Aptitude Test – Sample Paper 2024

### Section A compulsory (1x1=10 Marks)

#### 1. What is a logo?

- a) A summary of a business.
- b) A design that is used to make a business recognizable and tells the audience what the business stands for.
- c) An article about a business.
- d) A sales plan that is used to make a business secretive.

#### 2. How are the logo and the brand related?

- a) The brand and logo both represent the profit margin.
- b) A company uses the logo to summarize the brand to their current and potential customers.
- c) The brand is the graphic representation of the logo.
- d) A company uses the brand to summarize the logo to their current and potential customers.

#### 3. The color palette, fonts, and background images are part of \_\_\_\_\_.

- a) the company's legal documentation
- b) the requirements for establishing a company
- c) the brand language
- d) the brand logo

#### 4. It's important to consider

- a) what color to use for the logo
- b) the company revenue
- c) the profit margin
- d) the environment

#### 5. Which of the following statements is TRUE?

- a) A graphic designer MUST know computer languages
- b) Graphic designs and web designers never work together
- c) Graphic design is a form of visual communication
- d) Web designers only care how a website looks not how it works

#### 6. Which of the following is something a web designer MUST know in order to do their job?

- a) French
- b) CSS
- c) Astrophysics
- d) How to write fiction

7. What is a disadvantage of using heavy images and videos on a website?

- a) They often take a long time to load.
- b) They usually have copyright restrictions.
- c) They are not as interesting.
- d) They don't look good enough

8. \_\_\_\_\_ is the way a user accesses different parts of your website.

- a) Navigation
- b) Programming
- c) Content
- d) Layout

9. What type of space is often the main focal point of the composition in graphic design?

- a) Positive space
- b) Macro-space
- c) Text spaces
- d) Image spaces

10. In what way is graphic design different from a fine art, like painting?

- a) There are fewer elements of art.
- b) It is not bound by rules of aesthetics.
- c) There is no need to consider the viewer or audience.
- d) It has a more direct function.

**Section B** (answer any two) (2x5= 10 marks)

- 1) Why is any Brand Logo important?
- 2) How are UX, Visual and Graphic design different from each other?
- 3) Name any five famous Brands you follow and why do you feel they are unique?

**Section C** – compulsory (2x15 = 30 marks)

- 1) While making any branding collateral for any brand, what are the factors you will consider and why?
- 2) Create an advertisement on any product (According to your choice) on A3 sheet.

OR

Create your own visiting card front and back both on separate document with 86mmX55mm.